

IN THE CLAIMS

Please amend the claims as follows:

1. (currently amended) A method for executing an application program associated with an electronic message, comprising:

initializing at least one application program after a ~~first~~ an electronic message received over a network is selected by a ~~first~~ user, wherein the application program is received, at least in part, over the network after the receipt of the ~~first~~ electronic message and as the result of the selection by the ~~first~~ user, of the first electronic message; and

automatically executing the application program of the ~~first~~ electronic message after the initialization thereof.

2. (currently amended) The method as set forth in claim 1, wherein the ~~first~~ electronic message is selected by the ~~first~~ user by clicking thereon.

3. (original claim) The method as set forth in claim 1, wherein the application program includes an applet.

4. (previously amended) The method as set forth in claim 1, wherein the initialization of the application program includes retrieving code from a server over the network.

5. (currently amended) The method as set forth in claim 1, wherein the execution of the application program includes a functionality based on a text included with the ~~first~~ electronic message.

6. (previously amended) The method as set forth in claim 1, wherein the execution of the application program includes the display of streaming video over the network.

7. (original claim) The method as set forth in claim 1, wherein the execution of the application program includes outputting an advertisement.

8. (original claim) The method as set forth in claim 1, wherein the application program is executed on a network browser.

9. (original claim) The method as set forth in claim 1, wherein the first electronic message is selected on an electronic mail browser.

10. (previously amended) The method as set forth in claim 1, wherein the execution of the application program includes automatically linking to a site on the network upon selection of an indicia.

11. (currently amended) The method as set forth in claim 1, wherein the execution of the application program includes the ability to send a ~~second~~ new electronic message over the network.

12. (previously amended) The method as set forth in claim 1, wherein the execution of the application program produces at least one of a pictorial, graphic, animated, video and audio display.

13. The method as set forth in claim 1, wherein the application program includes markup language which calls an object-oriented computer language.

14. The method as set forth in claim 13, wherein the object-oriented computer language includes an applet.

15. (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message, comprising:

a ~~first code~~ segment at least partially within an electronic message for initializing at least one application program after the electronic message is received over a network and is selected by a user, wherein the application program is received, at least in part, over the network after the receipt of the electronic message and as the result of the selection by the user of the electronic message; and

a ~~second~~ code segment automatically executing the application program of the electronic message after the initialization thereof.

16. (previously amended) An electronic message comprising:

a data object including text that had been received over a network and stored on a computer having an electronic mail program; and

an application program object initialized, at least in part, by being received, at least in part, over the network after the receipt of the data object, the application program object being automatically executed on the computer after the initialization thereof.

17.(previously added) An electronic message as recited in claim 16 wherein the application program object develops at least one of a pictorial, graphic, animated, video and audio display.

18.(previously added) An electronic message as recited in claim 17 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.

19. (currently amended) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 15 wherein the first at least one code segment resides and ~~the second code segment reside~~, at least in part, in a browser software.

20. (previously added) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 19 wherein the browser software includes the functionality of running a Java applet.

21.(previously added) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 20 wherein the application program develops at least one of a pictorial, graphic, animated, video and audio display.

22.(previously added) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 21

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wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.

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